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O I P E I A P T B  
DEC 29 2008  
PATENT & TRADEMARK OFFICE

Attorney Docket No. 352738.00800

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Itaru Tanimura, et al.

Serial No. 10/560,770

Filed: June 7, 2006

Title: *Apparatus and Method for Assisting  
Marketing*

Group Art Unit: 4143

Examiner: Uber, Nathan C.

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**AMENDMENT AFTER FINAL OFFICE ACTION**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This is a Response to the pending final Office Action for filing in the above-identified patent application.

A listing of the **Claims** is reflected on pages 2 – 12 of this paper.

**Remarks** are reflected on page 13 of this paper.